IVY NETWORK SPRING CONVENTION

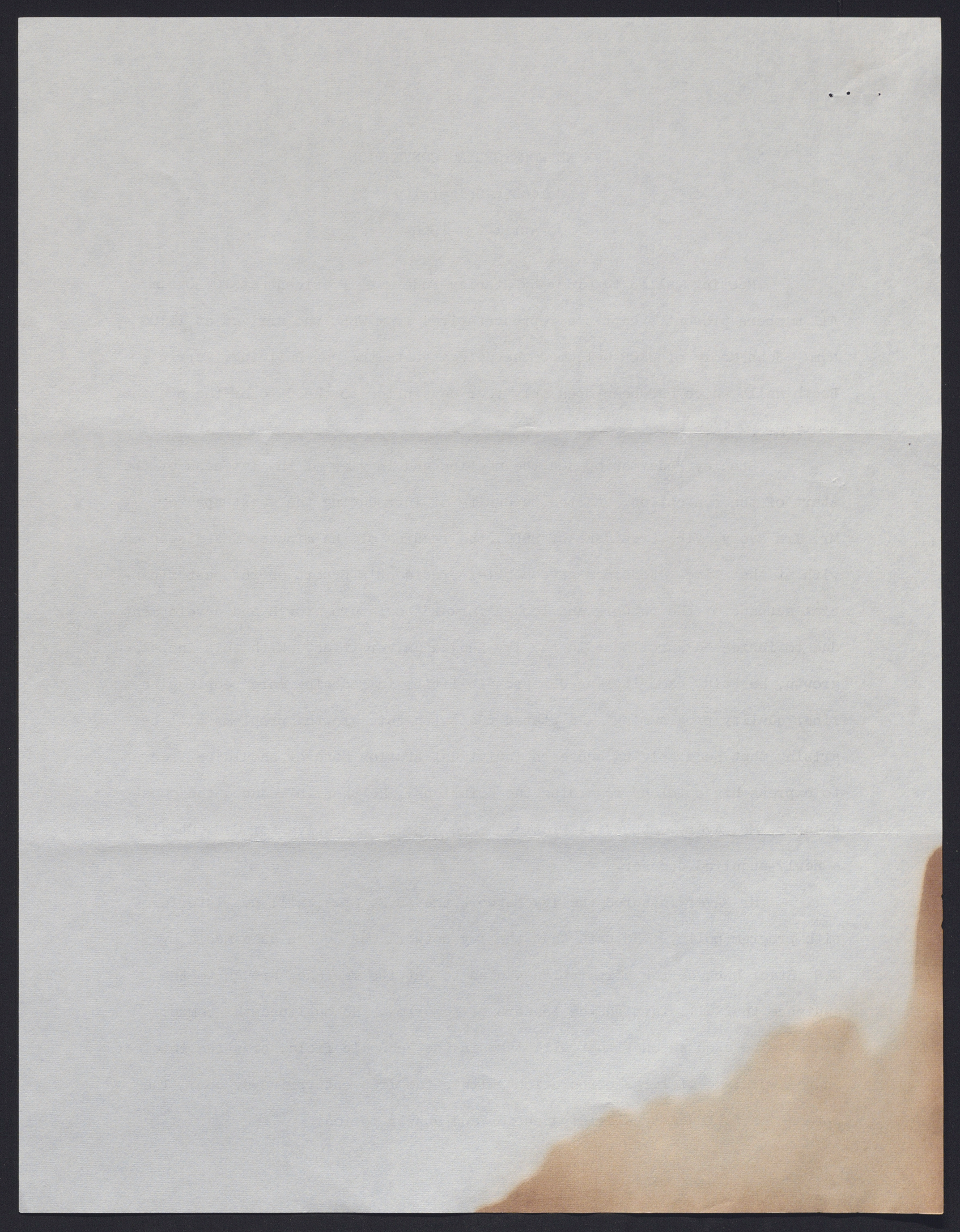
Columbia University

April 23, 1960

Meeting called to order by Stanley Federman, President, at 10:30 a.m. All members present except the representatives from WBRU who arrived at 11:00 a.m. John Moore of WKCR welcomed the delegates to the new Building, Ferris Booth Hall, which had been open only four days prior to the date of the present meeting.

Stanley Federman opened the meeting and in view of the lateness of the start of the convention, and the necessity of introducing the guest speaker, Mr. Ira Avery, Vice President of BBDO, the reading of the minutes was dispensed with at that time. Federman gave a brief President's Report on the past financial success of the network and looked forward to future growth and development due to increased enrollment in the Ivy League universities. With this increased growth, he said, came increased responsibilities in reaching more people with finer quality programming. He stated that with this growth, problems will be arising that need solving and each individual station manager should be free to express his opinions regarding the solutions. He then introduced the guest speaker, Mr. Avery, BBDO Vice President and Account Executive for U.S. Steel, a newly-acquired sponsor.

Mr. Avery assured the Ivy Network that U.S. Steel will not interfere with program policy. He said that the Ivy Network was chosen as a media by U.S. Steel because the corporation wanted to get its message through to the audience that will furnish the leaders of tomorrow. He outlined the commercials to be used as ones that will take in the economic field, creating interest in the workings of large corporations within the free enterprise system. The speech was followed by a brief question and answer period.

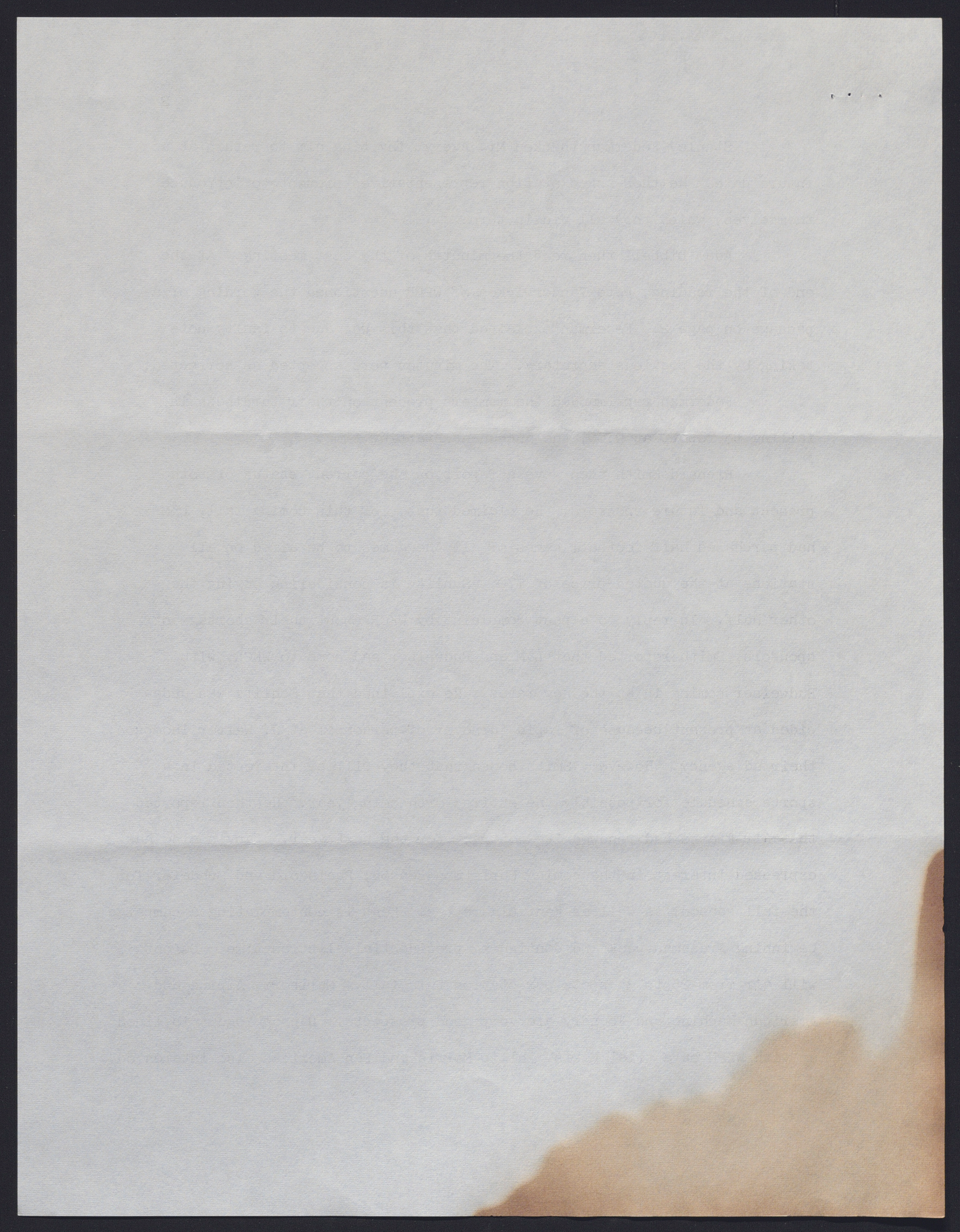


Stanley Federman thanked Mr. Avery, inviting him to return at a future date. He then asked station representatives present to introduce themselves, which they all did in turn.

Adam Dibbell then read the minutes of the last meeting. At the end of the reading, Pete Vanderwicken of WPRB questioned the wording of a passage on page 2. Federman explained that this was due to faulty note taking by the previous secretary. The minutes were accepted as corrected.

Federman reprimanded the members present on their tardiness in failing to report at 9:00, the announced starting time.

Richard Smith then gave a report on the current status of both present and future sponsors. He claimed that, for this coming fall, L&M had purchased half football games of all the games to be aired on all stations at the quoted price of $70. Schlitz is considering buying the other half. In reply to a past complaint by WKCR about their shortage of sponsors, Smith reported that L&M and Budweiser had come to WKCR, with Budweiser coming in at the new rates. He explained that Schlitz was undecided at present because of rapid turnover of personnel at J. Walter Thompson, their ad agency. However, Smith hoped that they will be interested in a sports schedule for possibly the entire forthcoming year. He then reported that Air France had renewed its contract for the next year. Lanvin also has expressed interest in the coming Christmas season; Rheingold and Schaefer for the fall season, as well as Kent Cigarettes. Kent is contemplating a campaign beginning Freshman week and continuing presidential election time. DuPont will air from 25 to 35 spots per station this fall. Marlboro, Alpine and American Machine and Foundry are very good prospects. Dannon Yogurt is lined up with WXPN on a trial basis, Philip Morris and Pan American also interested.



Smith then introduced three new members, Andy Ball, Andy Loveman, and Jeff Woodward. He also announced that W. Curtis Johnson was no longer with the network, due to his resignation two months prior. Smith asked the station representatives to send in advertising posters, letters and publicity pictures in order to have something to show prospective sponsors. He then read a sample letter received from a local travel agency in New Haven attesting to its satisfaction with the Air France promotion.

He asked that renewal reports be compiled by the station on a week-to-week basis. As they must all be presented before the end of the school year, it is better to have them come in gradually during the course of the year rather than altogether at the end.

Acting Business Manager Adam Dibbell then read the Report on Examination of Accounts. Stanley Federman asked for general questions as to the nature of the reports. There were none. Federman then announced a rearrangement of the schedule and said that the Business Manager Meeting will be held from 12:00 noon until lunch.

The morning session was adjourned at 11:40 a.m.

Stanley Federman called the afternoon session to order at 2:00 p.m. He opened the meeting by stating that he wants a code set up for maximum commercial time, with maximum back-to-back spots, and also a policy of no "hard sell." He then outlined general criticisms which were, first, that the minutes of the meetings were very poor. Also, there was the problem of not knowing what is available for sale due to lack of information regarding their advertising schedules. He suggested that at the beginning of each semester, the station managers prepare an advertising log which will give the times already purchased and times available. This should be kept up to date bi-weekly or monthly, reporting any changes in this log. He made the

remark that the stations don't necessarily have to accept what Ivy sells, but the stations should cooperate by letting Ivy know what is available in the way of commercial time.

He then went on to discuss the office of the president and asked each of the station managers to return a written statement within 21 days to the Ivy office, giving their position amendments to the presidential duties.

Richard Smith stated that suggestions for any changes in the code should also be submitted, so that these questions can be discussed at the next meeting.

Smith handed out typewritten sheets outlining the proposed amendments. He claimed that the president should be briefed by the Ivy office every two months and make periodic reports to the member stations on the operations of the network. He reiterated that the president's job should entail increased responsibility and asked for a straw vote regarding this. All members voted in the affirmative.

Barry Cole, WXPN requested that a complete set of current bylaws be sent to each station. Pete Vanderwicken of WPRB moved that the business report be accepted as read. Evan Semerjian of WHRB seconded. Motion carried.

John Moore, WKCR brought up the subject of the excessively high telephone bill and Barry Cole, WXPN questioned the rent bill. Smith replied that phone expenses were necessarily high because of summer sales and increased Network communication; summer sales also accounted for the high rent. Smith announced that during the summer months, he and Adam Dibbell would open a small office in New York. They are also considering an exchange agreement with a hotel. He said there would be a small additional staff, including one secretary and one salesman. Len Bickwit of WYBC asked whether sales commissions given to the Ivy office were about 10%, and Smith said that the figure is now 8.5%. He then went into the subject of rate cards, stating that it has been

four years since the last change in rates. He proposed a new rate card raising all spot announcements by 15% and all programs 10%, adding 30-second spots and a 250 time rate in addition to the present 150 time rate. The rate is to be added for the benefit of the larger sponsors.

Barry Cole, WXPN asked whether the old sponsors will get this rate increase, and Smith answered that the old sponsors will have a year's grace before the increase becomes effective. After July 1st, all new sponsors will be charged the increased rate. Adie Weir, WBRU moved to accept the rate increases. WXPN seconded. Motion carried.

The proposed increment system was then taken up. Smith handed out typewritten sheets giving the proposed new increment schedule, explaining that starting in September, this schedule would be effective from 4:00 p.m. to 1:00 a.m. only. He also explained that out of every $1.00 coming into the Ivy office, 50% is divided equally, and the next 10% becomes increment. Pete Vanderwicken of WPRB moved to accept the new increment schedule. Phil Champlin of WYBC seconded. Motion carried.

Smith said that the morning rate card would be 60% of the new prime rate, effective from sign-on time to 4:00 p.m. No increment will be given on morning figure, but will be a straight and equal split among the stations. Barry Cole, WXPN asked if this 40% drop was not too much, to which Smith replied that 40% of prime rate is standard for most commercial stations, and that actually the Ivy reduction is less than any of the larger networks. John Pegram, WKCR moved to accept the 40% reduction on morning rates. Cole of WXPN seconded. Motion carried.

Vanderwicken of WPRB wanted to know what the prospects were for the future insofar as revenue was concerned. Richard Smith visualized more sponsors coming in next year and anticipated approximately $60,000 gross.

John Moore, WKCR said that they hoped the practice of increment may soon be eliminated and Smith expressed the view that as billing goes up, it is conceivable that the increment system will eventually be invalid.

Smith then went on to suggest more frequent meetings. He mapped out a schedule of two meetings in addition to the Spring and Fall Conventions. These two meetings would involve the General and Business Managers from each station and would be held at the beginning of each semester in order to make for better communication. He suggested New York as the site for these meetings, with New Haven as an alternative. There was general discussion regarding the timing of the two additional meetings in light of vacation periods, exams, etc. Finally, WKCR made a motion to hold a fall meeting as suggested by Smith, with the option of an additional February meeting to be decided in September. WXPN seconded. Motion carried.

Phil Champlin of WYBC expressed the thought that not enough ideas were being brought forward by other members of the convention, stating that Stanley Federman and Richard Smith appeared to be initiating most of the policy decisions at the present meeting. WKCR stated that stations should submit any ideas they have well in advance of the convention so that they may be discussed at the meetings. Richard Smith said that his proposals, as well as Federman's were the result of incorporating the ideas put forth by the other station representatives, and were by no means arbitrarily arrived at.

The meeting recessed at 3:35 p.m. and was resumed at 4:00 p.m.

WVBR suggested Bob Bremner as Business Manager for the Ivy Network. Smith approved the suggestion. WBRU moved to elect Bremner as business manager. WVBR seconded the motion. Motion carried.

WXPN nominated Peter Vanderwicken for President, with WPRB seconding the motion. WYBC nominated Adie Weir for the presidency, with WPRB seconding the motion. Both Vanderwicken and Weir gave a brief description of their qualifications. Joe Weisenfeld, WXPN questioned Miss Weir's qualifications since he thought she was not a member of the Board of Directors. She claimed she was a member, and after reading the by-laws, Weisenfeld conceded that she was right. The nominees left the room, and discussion followed regarding the merits of both candidates. It was concluded that in view of Miss Weir's excellent record she be elected Vice President should Vanderwicken win the election. WHRB moved to go ahead with the election. WXPN seconded. Ballots were cast in writing. The nominees were called back into the room. Results were read by Federman, announcing Vanderwicken as new president of the Ivy Network. Vanderwicken thanked the members of the convention and expressed the hope that he could do as good a job as Stanley Federman. WXPN asked Adie Weir if she would accept the position of vice president, which she answered in the affirmative. WPRB moved to appoint Miss Weir vice president. WVBR seconded. Motion carried.

Following the election of officers, Phil Champlin of WYBC deplored the fact that of the seven stations represented only two candidates saw fit to run. He questioned whether the station manager's job was such that accepting a presidential office would be an undue burden, and if so, would other personnel be eligible to accept the office. This brought on a discussion as to whether this might cause changes in the by-laws, since only members of the Board of Directors are eligible to be nominated. It was also suggested that a minimum of three persons should run. WYBC moved to table the discussion until the next meeting and WHRB seconded.

Evan Semerjian WHRB moved to adjourn the Spring Meeting. Adie Weir, WBRU seconded. Motion carried.

Meeting adjourned at 5:00 p.m.